

## **CLAIMS**

1. **(Currently Amended)** For use with a viewer computing unit having a processor, a program enhancement listener implemented as computer-executable instructions stored on a computer-readable medium and executable on the processor to direct the viewer computing unit to:

receive supplemental data sent to a multicast address, wherein the received supplemental data relates to one or more key phrases ~~of~~in a closed captioning script of a video program; and

initiate an enhancement action based upon the supplemental data to enhance the video program as the video program is being played and to synchronize the supplemental data with scenes in the video program, wherein the enhancement action is performed without user interaction.

2. **(Original)** A program enhancement listener as recited in claim 1, wherein the enhancement action comprises activation of a hyperlink.

3. **(Original)** A program enhancement listener as recited in claim 1, wherein the enhancement action comprises launching executable code.

4. **(Canceled)**

5. **(Original)** A program enhancement listener as recited in claim 1, further comprising computer-executable instructions to direct the viewer computing unit to display the supplemental data concurrently with the primary content.

6. **(Original)** A program enhancement listener as recited in claim 1, further comprising computer-executable instructions to direct the viewer computing unit to:

present the video program within a hypermedia document; and

controlling placement of the video program within the hypermedia document using the supplemental data.

7. **(Original)** For use with a viewer computing unit having a processor and a display, a hypermedia document stored on computer-readable medium and executable on the processor for graphical rendering on the display, the hypermedia document containing the program enhancement listener as recited in claim 1.

8. **(Currently Amended)** A method comprising:  
automatically and directly associating supplemental data with at least one key phrase [[of]] in a closed captioning script by parsing the closed captioning script and determining an insertion point therein for the supplemental content;  
sending the supplemental data to a device having a multicast address;  
receiving, by the device having the multicast address, the supplemental data;  
and  
initiating, at the determined insertion point, an enhancement action based upon the received supplemental data to enhance a video program as the video program is being played, wherein the enhancement action is initiated without user interaction.

9. **(Canceled)**

10. **(Original)** A method as recited in claim 8, wherein the supplemental data comprises a hyperlink to a target resource, and the initiating comprises activating the hyperlink to the target resource.

11. **(Original)** A method as recited in claim 8, wherein the supplemental data comprises executable code, and the initiating comprises launching the executable code.

12. **(Original)** A method as recited in claim 8, further comprising displaying the supplemental data concurrently with the primary content.

13. **(Original)** A method as recited in claim 8, further comprising:

presenting the video program within a hypermedia document; and  
controlling placement of the video program within the hypermedia document  
using the supplemental data.

**14. (Original)** A computer programmed to perform the method as recited in claim 8.

**15. (Original)** A computer-readable media having computer-executable instructions for performing the steps of the method as recited in claim 8.

**16.-20 (Canceled)**

**21. (Currently Amended)** A viewing unit comprising:  
a processing device;  
a key phrase module operable by the processing device configured to:  
parse a closed captioning script to identify one or more key phrases in a closed captioning script, wherein each identified key phrase has the same number of words, the parsing comprising determining a minimum number of words from the closed captioning script required to create unique phrases by iteratively selecting different word lengths and checking for duplication among the resulting created phrases;  
associate supplemental data to the one or more key phrases identified from the closed captioning script, and  
multicast an enhancement action to a multicast address; and  
a program enhancement listener configured to listen to the multicast address for the enhancement action and initiate an enhancement action based upon the supplemental data to enhance a video program as the video program is being played, wherein the initiating the enhancement action is performed without requiring user interaction, and wherein the initiating is synchronized with the video based on the association of the supplemental data to the one or more key phrases identified from the closed captioning script.

**22. (Original)** A viewer unit as recited in claim 21, wherein the program enhancement listener comprises a control embedded in a container.

**23. (Original)** A viewer unit as recited in claim 21, wherein the program enhancement listener comprises a control embedded in an HTML page.

**24. (Original)** A viewer unit as recited in claim 21, wherein the program enhancement listener comprises a control embedded in an application.